

REMARKS

Claims 15-18, 23, 24, 30-32, 38-47 and 49-81 are pending and stand rejected.

Claims 15, 18, 23, 24, 30, 32, 38-40, 42, 43, 46, 54, 57, 64, 65, 74 and 77 are amended.

Claims 47, 52, 53, 61, 62 and 76 are canceled. Claims 82 and 83 are newly added. Upon entry of this amendment, Claims 15-18, 23, 24, 30-32, 38-44, 46, 49-51, 53-60, 63-75 and 77-82 are pending. Based on these amendments and the following remarks, the Examiner is respectfully requested to issue a Notice of Allowance.

Summary of Office Action

1. Claims 15-18, 30-32, 38-44 and 49-70 are objected to for informalities.
2. Claims 15-18, 30-32, 47, 49, 52, 53, 58, 61, 62, 65, 66, 69 and 70 stand rejected under 35 U.S.C. § 102(e) as being anticipated by Rautilla (U.S. Publication No. 2005/0223409).
3. Claims 38-41, 43, 44, 71 and 74-77 stand rejected under 35 U.S.C. § 103(a) as obvious over Rautilla in view of Ellis (U.S. 2005/0028208), in further view of Handelman (U.S. Patent No. 6,312,336).
4. Claim 42 stands rejected under 35 U.S.C. § 103(a) as obvious over Rautilla in view of Ellis and Handelman, in further view of Herigstad (U.S. Publication No. 2002/0100063).
5. Claims 46, 80 and 81 stand rejected under 35 U.S.C. § 103(a) as obvious over Rautilla in view of Ellis.

6. Claims 50, 51, 54-57, 59, 60, 63, 64 and 66-68 stand rejected under 35 U.S.C. § 103(a) as obvious over Rautilla in view Von Kohorn (U.S. Patent No. 5,034,807).
7. Claims 72 and 73 stand rejected under 35 U.S.C. § 103(a) as obvious over Rautilla in view of Ellis and Handelman, in further view of Von Kohorn.

These rejections are now traversed.

Summary of Examiner Interview

Applicants thank Examiner Hossain for the telephonic interview conducted September 9, 2009. During this interview the Examiner and Applicant's representatives discussed the objections to Claims 15-18, 30-32, 38-44 and 49-70. Applicant's representatives explained that the limitation "one or more audio-video events that are included in the television content but which are not part of an electronic programming guide portion (EPG) of the television content" recited in Claim 15 is supported throughout the specification, including, for example, references to game shows at paragraphs [0004], [0008], [0020], [0021], [0027] and [0028]. Agreement was reached that the objections to Claims 15-18, 30-32, 38-44 and 49-70 would be withdrawn.

The rejections to independent Claims 15, 30, 32, 38 and 46 were also discussed during this interview. Agreement was reached that the above amendments to independent Claims 15, 30, 32, 38 and 46 are sufficient to overcome the cited references.

Support for Claim Amendments

The amendments to Claims 15, 30, 32, 38 or 46 is supported throughout the specification, including, for example, at paragraph [0021], [0028], [0004], [0008], [0020] and [0027].

CONCLUSION

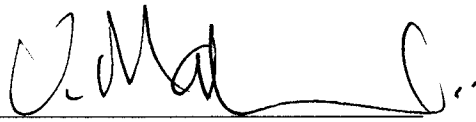
A Notice of Allowance is respectfully requested. If there are any questions or comments that the Examiner wishes to direct to Applicant's attorney, the Examiner is invited to call Applicant's attorney at (408) 551-6632.

If there are any additional charges, please charge them to Deposit Account No. 50-1914.

Respectfully submitted,

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